

## **AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims**

Claim 1 (Currently amended): A method for generating a giftee profile ~~distinction~~ in a computerized transaction system, the giftee profile ~~distinction~~ being associated with a transaction between a user and a merchant, the method comprising:

determining, by the computerized transaction system without prompting the user whether ~~[[if]]~~ the computerized transaction is associated with the user or ~~[[if]]~~ whether the computerized transaction is associated with the user on behalf of a third party;

establishing, by the computerized transaction system without requiring the user's request, the giftee profile based on said determining if the computerized transaction is associated with the user on behalf of the third party, wherein the giftee profile corresponds to the third party and is associated with a user profile corresponding to the user;

aggregating, by the computerized transaction system, information associated with the transaction in ~~[[a]]~~ the user profile corresponding to the user if the computerized transaction is determined to be associated with the user; and

aggregating, by the computerized transaction system, the information associated with the transaction in the giftee profile corresponding to the ~~user according to a profile distinction associated with the~~ third party if the computerized transaction is determined to be associated with the third party;

determining, by the computerized transaction system, an offer tailored to either the user or to the third party based upon either the user profile corresponding to the user or the giftee profile ~~distinction associated with~~ corresponding to the third party; and

presenting, by the computerized transaction system, the offer to the user;

wherein the offer comprises one or more of: a special offer, a promotion, a product recommendation, and a product suggestion;

wherein the offer; if tailored for the third party, is based upon the giftee profile ~~distinction~~ corresponding to the third party and is not based upon the user profile corresponding to the user; and

wherein the offer, if tailored to the user, is based upon the user profile corresponding to the user and is not based upon the giftee profile ~~distinction associated with~~ corresponding to the third party.

Claim 2 (Canceled)

Claim 3 (Currently amended): The method according to claim 1, further comprising:

determining if the giftee profile ~~distinction associated with~~ corresponding to the third party is already present ~~in the profile~~;

establishing the giftee profile ~~distinction associated with~~ corresponding to the third party if the giftee profile ~~distinction~~ is not already present ~~in the profile~~, and

~~aggregating~~ updating, by the computerized transaction system, the information associated with the transaction in the giftee profile ~~distinction associated with~~ corresponding to the third party if the giftee profile ~~distinction~~ is already present ~~in the profile~~.

Claims 4-9 (Canceled)

Claim 10 (Currently amended): A method for generating, in a computerized transaction on system maintaining a computerized database system, a giftee profile ~~distinction~~ associated with a transaction between a user and a merchant, the method comprising:

initiating a computerized transaction with the user by the merchant for a subject using the computerized transaction system;

receiving, by the computerized transaction system, from the user an indication of whether the subject of the computerized transaction is intended for use by the user or by a third party;

distinguishing in the computerized database system, by the computerized transaction system without prompting the user, between the subject of computerized transactions by the user that is intended for use by the user and the subject of computerized transactions by the user that is intended for use by the third party;

establishing, by the computerized transaction system without requiring the user's request, the giftee profile based on said determining if the computerized transaction is associated with the user on behalf of the third party, wherein the giftee profile corresponds to the third party and is associated with a user profile corresponding to the user;

aggregating information associated with the transaction in [[a]] the user profile corresponding to the user if the subject of the computerized transaction is determined to be associated with the user; [[and]]

aggregating information associated with the transaction in the giftee profile corresponding to ~~the user according to a profile distinction associated with~~ the third party if the subject of the computerized transaction is determined to be associated with the third party;

determining, by the computerized transaction system, an offer tailored to either the user or to the third party based upon either the user profile corresponding to the user or the giftee profile ~~distinction associated with~~ corresponding to the third party; and

presenting, by the computerized transaction system, the offer to the user;

wherein the offer comprises one or more of: a special offer a promotion, a product recommendation, and a product suggestion;

wherein the offer, if tailored for the third party, is based upon the giftee profile ~~distinction~~ corresponding to the third party and is not based upon the user profile corresponding to the user; and

wherein the offer, if tailored to the user, is ~~[[not]]~~ based upon the user profile corresponding to the user and is not based upon the giftee profile ~~distinction associated with~~ corresponding to the third party.

Claims 11-18 (Canceled)

Claim 19 (Currently amended): The method of claim 1 wherein the determining of ~~[[an]]~~ the offer is based upon a past purchase transactions and the presented offer is for a future purchase by the user.

Claim 20 (Currently amended): The method of claim 10 wherein the determining of ~~[[an]]~~ the offer is based upon a past purchase transactions and the presented offer is for a future purchase by the user.

Claim 21 (Currently amended): A method for generating a giftee profile ~~distinction~~ in a computerized transaction system, the giftee profile ~~distinction~~ being associated with a transaction between a user and a merchant, the method comprising:

determining, by the computerized transaction system without prompting the user whether ~~[[if]]~~ the computerized purchase transaction is associated with the user or ~~[[if]]~~ whether the computerized purchase transaction is associated with the user on behalf of a third party;

establishing, by the computerized transaction system without requiring the user's request, the giftee profile based on said determining if the computerized transaction is associated with the user on behalf of the third party, wherein the giftee profile corresponds to the third party and is associated with a user profile corresponding to the user;

aggregating, by the computerized transaction system, information associated with the purchase transaction in ~~[[a]]~~ the user profile corresponding to the user if the computerized purchase transaction is determined to be associated with the user; and

aggregating, by the computerized transaction system, the information associated with the purchase transaction in the giftee profile corresponding ~~to the user according to a profile distinction associated with~~ the third party if the computerized purchase transaction is determined to be associated with the third party;

determining, by the computerized transaction system, an offer tailored to either the user or to the third party based upon either the user profile corresponding to the user or the giftee profile ~~distinction associated with~~ corresponding to the third party,

wherein the offer, if tailored for the third party, is based upon the giftee profile ~~distinction~~ corresponding to the third party and is not based upon the user profile corresponding to the user; and

wherein the offer, if tailored to the user, is ~~[[not]]~~ based upon the user profile corresponding to the user and is not based upon the giftee profile ~~distinction associated with~~ corresponding to the third party; and

presenting, by the computerized transaction system, the offer to the user;

wherein the offer comprises one or more of: a special offer, a promotion, a product recommendation, and a product suggestion.

Claim 22 (Currently amended): The method of claim 21 wherein the determining of ~~[[an]]~~ the offer is based upon a past purchase transactions and the presented offer is for a future purchase by the user.

Claim 23 (New): The method of claim 1, wherein said determining whether the computerized transaction is associated with the user or whether the computerized transaction is associated with the user on behalf of the third party is made by judging if a “ship to” party matches the user.

Claim 24 (New): The method of claim 10, wherein said distinguishing is made by judging if a "ship to" party matches the user.

Claim 25 (New): The method of claim 21, wherein said determining whether the computerized transaction is associated with the user or whether the computerized transaction is associated with the user on behalf of the third party is made by judging if a "ship to" party matches the user.